

THE EVENING STAR
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WASHINGTON, D. C., SATURDAY, APRIL 16, 1910.

Character of a Store.
 People identify the character of a store with the character of the paper in which they see the store's advertisement.

Connecticut Avenue Highlands

THE POPULAR SUBURB OF WASHINGTON

Fifteen Minutes' Ride on Street Car from Treasury Department.

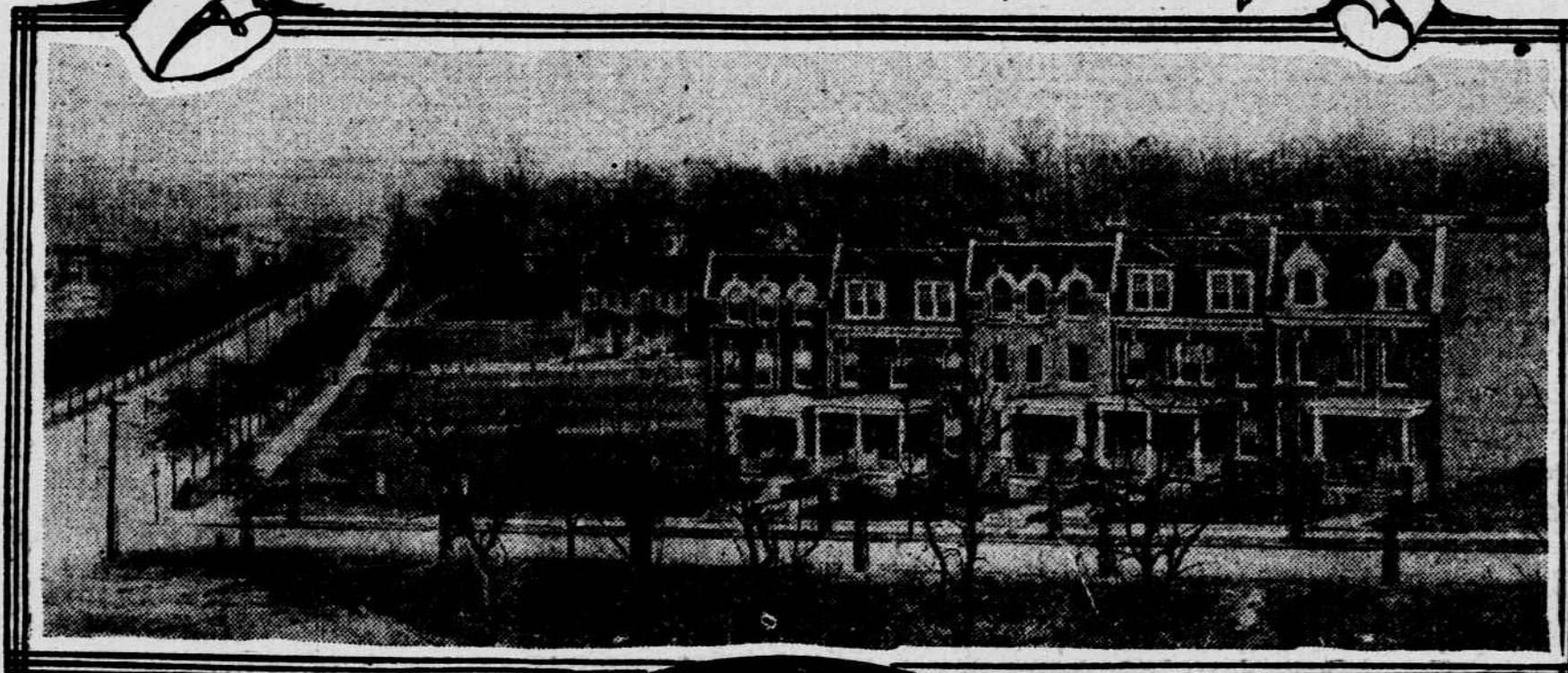
Streets, Sidewalks, Sewers and Water Installed Free of Cost to the Purchaser.

Rapid Increase of Values in This Section Makes Connecticut Avenue Highlands a Safe Buy Both for the Home Builder and the Investor.



SHOWING IMPROVEMENTS BEING MADE IN CONNECTICUT AVE. HIGHLANDS

Superb Street Car Facilities and a Price That Challenges Comparison With any Section in the District.



SHOWING CONNECTICUT AVE.

TAKEN FROM A POINT IMMEDIATELY SOUTH OF CONN AVE. HIGHLANDS

Lots from 55c to 70c Per Square Foot. Easy Terms Place Them Within Reach of All. Practically City Lots at Suburban Prices.

Advantages of Connecticut Ave. Highlands

It adjoins Cleveland Park on the north, and is the next natural step of the city's growth.

Declared by real estate experts to be destined to become the choicest part of Washington's northwest residential section.

Situated on Connecticut Avenue, which runs through the most favored of Washington's suburban districts.

Only three minutes' ride on the electric car from the magnificent million-dollar Connecticut Avenue Bridge which spans Rock Creek.

Within four squares of property which less than two years ago was considered suburban and could be bought for from 35 to 55 cents a square foot, and which now is being sold at from one dollar to two dollars and a quarter a square foot.

Surrounded by handsome and costly homes and public buildings, on which millions of dollars are being expended.

TWO MILES NEARER THE CITY THAN CHEVY CHASE CIRCLE.



HANDSOME RESIDENCE OF HARRY WARDMAN IN WOODLEY PARK ON THE APPROACH TO CONNECTICUT AVE. HIGHLANDS

What Prominent Men Say of Suburban Investments.

"Every person who invests in well selected real estate in a growing section of a prosperous community adopts the surest and safest method of becoming independent, for real estate is the basis of all wealth."
 —President Roosevelt.

"There is one, and only one, sure way to get rich, and that is to buy what is called outside real estate and hang on to it until it becomes inside property."

"No investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. Stocks rise and fall, notes go to protest, houses and business blocks burn, but the realty remains. Tornadoes and cyclones cannot blow it away. Panics themselves can only temporarily affect its value. I always advise my young friends to plant their savings in realty near a growing city. There is no such savings bank anywhere."
 —Former United States Senator Jones of Nevada.

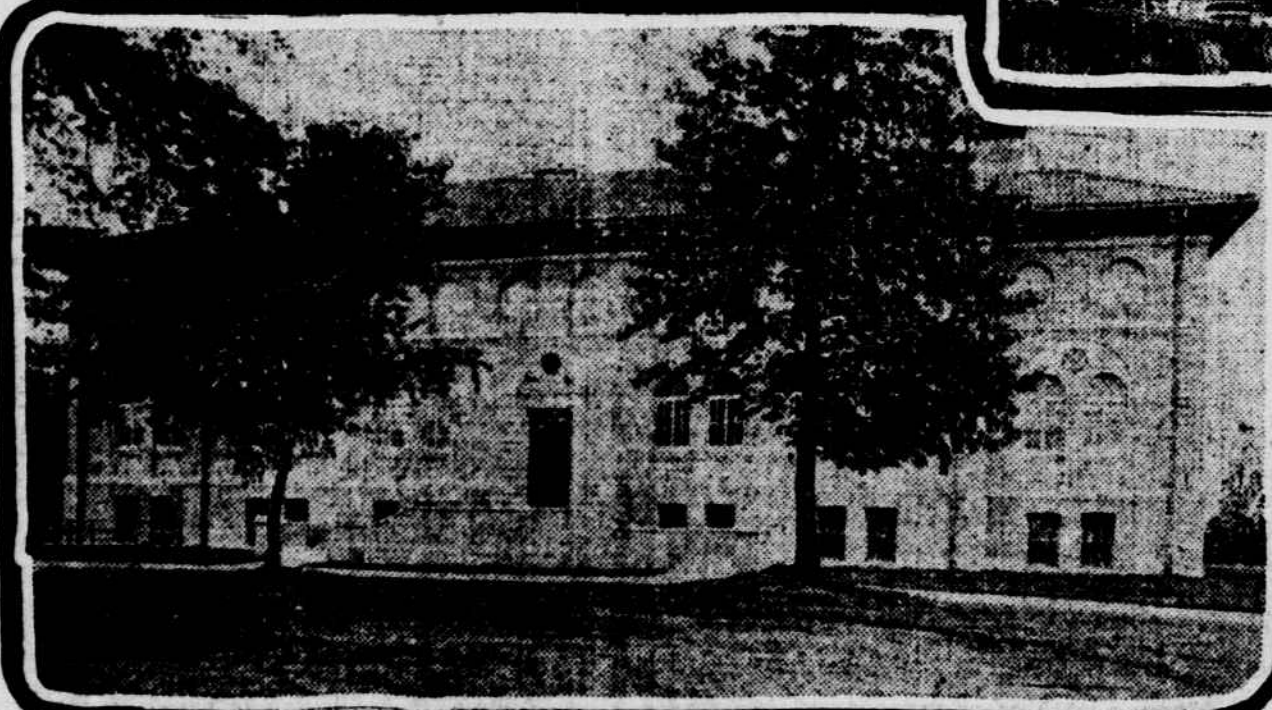
"I tell you, young man, no investment on earth is so safe, so sure, so certain to enrich its owner as undeveloped realty. I always advise my young friends to place their savings in realty near some growing town. There is no such savings bank anywhere."
 —Ex-President Cleveland.

"There is no doubt that real estate is the very best investment for small savings. It is bound to grow into money. More fortunes are accumulated from the rise in real estate values than all other causes combined. To speculate in stocks is risky, and even dangerous, but when you buy real estate you are buying an inheritance."
 "The wise young man, or wage earner, of today invests his money in real estate —suburban real estate."
 —Andrew Carnegie.

Situated on Connecticut Ave. and contiguous to Mass. Ave., the two aristocratic thoroughfares of Washington

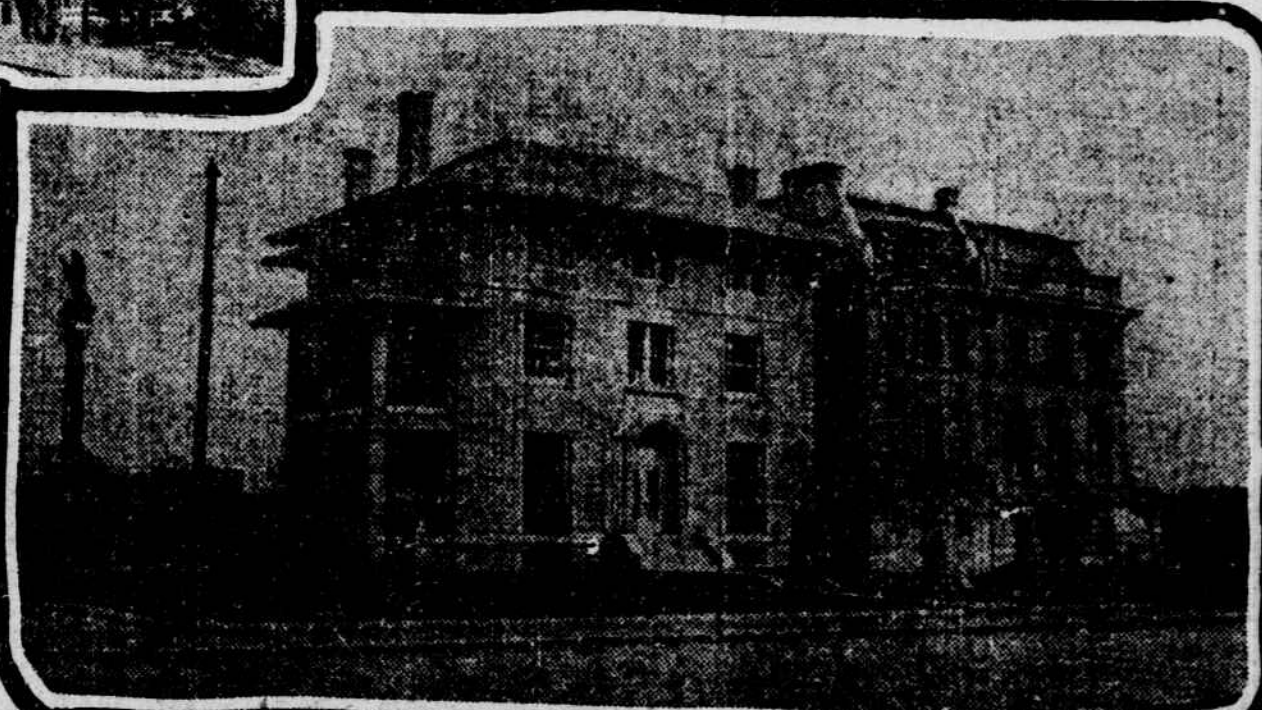
Within stone's throw of Beautiful Rock Creek Park, and right in line with and adjacent to the City's Best Development.

CARNEGIE GEOPHYSICAL LABORATORY A SHORT DISTANCE FROM CONN. AVE. HIGHLANDS



NEW HOLY CROSS ACADEMY TWO SQUARES NORTH OF CONN AVE. HIGHLANDS ERECTED AT A COST OF \$250,000

SENATOR MOOTS NEW \$35,000 HOME TWO MINUTE'S RIDE FROM CONN AVE. HIGHLANDS



Experienced Salesmen and Automobiles are Freely at the Service of Prospective Customers either Day or Evening.

WILLIAM F. MATTESON, SUBURBAN REAL ESTATE OPERATOR.

Charles W. Morris, Manager.

Edward C. Matteson, Sales Manager.

Rooms 605-613 Evans Building, Washington, D. C.

PHONE MAIN 1705-1706